



PTO/SB/08a (04-07)

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Sheet 1

of 2

Complete if Known

Application Number	09/372,416
Filing Date	August 11, 1999
First Named Inventor	Jonathan Dorfman
Art Unit	2178
Examiner Name	Thu V. Huynh
Attorney Docket Number	

U. S. PATENT DOCUMENTS

Examiner Initials*	Cite No. ¹	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code ² (if known)			
	AA	US- 5,347,632	09-13-1994	Filepp et al.	
	AB	US- 5,737,619	04-07-1998	Judson	
	AC	US- 5,754,938	05-19-1998	Herz et al.	
	AD	US- 5,754,939	05-19-1998	Herz et al.	
	AE	US- 5,774,868	06-30-1998	Cragun et al.	
	AF	US- 5,794,219	08-11-1998	Brown	
	AG	US- 5,887,133	03-23-1999	Brown et al.	
	AH	US- 5,918,014	06-29-1999	Robinson	
	AI	US- 5,933,811	08-03-1999	Angles et al.	
	AJ	US- 5,948,061	09-07-1999	Merriman et al.	
	AK	US- 5,991,735	11-23-1999	Gerace	
	AL	US- 5,999,912	12-07-1999	Wodarz et al.	
	AM	US- 6,385,592	05-07-2002	Angles et al.	
	AN	US- 5,794,210	12-11-1995	Goldhaber et al.	
	AO	US- 6,026,368	07-17-1995	Brown et al.	
		US-			
		US-			
		US-			

FOREIGN PATENT DOCUMENTS

Examiner Initials*	Cite No. ¹	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T ⁶
		Country Code ³ Number ⁴ Kind Code ⁵ (if known)				

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Signature

Date
Considered

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This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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		Number-Kind Code ² (if known)			
	BA	US- 4,703,423	10-27-1987	Bado et al.	
	BB	US- 4,789,928	12-06-1988	Fujisaki	
	BC	US- 5,105,184	04-14-1992	Pirnai et al.	
	BD	US- 5,305,195	04-19-1994	Murphy	
	BE	US- 5,515,270	05-07-1996	Weinblatt	
	BF	US- 5,584,025	12-10-1996	Keithley et al.	
	BG	US- 5,684,963	10-04-1997	Clement	
	BH	US- 5,710,884	01-20-1998	Dedrick	
	BI	US- 5,721,827	02-24-1998	Logan et al.	
	BJ	US- 5,724,521	03-03-1998	Dedrick	
	BK	US- 5,740,549	04-14-1998	Reilly et al.	
	BL	US- 5,745,882	04-28-1998	Bixler et al.	
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First Named Inventor

Jonathan Dorfman

Art Unit

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Examiner Name

Thu V. Huynh

Attorney Docket Number

NON PATENT LITERATURE DOCUMENTS

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	CA	Frook, John Evans, "Web sites sell ad space through auction—Despite industry skepticism, Individual Inc. and Netscape try out new strategies", Interactive Age, v2, n20, p. 5, 1 page, Jul. 1995	
	CB	Article by Toland, P., entitled "CNET: The Computer Network Unveils Revolutionary Internet Advertising Tool That Allows Customer Banner Ad Delivery Based on Demographic Information", PR Newswire, Dateline: San Francisco, Dec. 6, 1995 (3 pages).	
	CC	"Sites Dip Into Cookies to Track User Info", 2 pgs, Obtained from Internet site http://www.webweek.com printed from Internet Aug. 5, 1996	
	CD	"Cybertimes Start Ups Plot to make the Web Comfortable for Advertisers" 4 pgs Obtained from Internet site http://www.netgravithy.com printed from Internet Mar. 28, 1996	
	CE	Click here for DoubleClick Information Request Form et. seq." 82 pgs, Obtained from Internet site http://www.doubleclick.net printed from Internet Aug. 4, 1996	
	CF	"Focalink Welcome to Focalink" 34 pgs. Obtained from Internet site http://www.focalink.com etc. printed from Internet Aug. 8, 1996	
	CG	"About Worldata Worlddata Information Marketing Services", 48 pgs. Obtained from Internet site http://www.worldata.com printed from Internet Sep. 3, 1996	
	CH	Imgis AdForce Features and Benefits: 12 pgs Obtained from Internet site http://www.imgis.com printed from Internet Jul. 28, 1996	
	CI	"Narrowline Announces 'Brought To You By' - An Internet Advertising Transaction System Now Entering Pilot Period", PR Newswire, Dec. 20, 1996, 2 pages	
	CJ	Copy of Report re Advertising on the Internet in the U.K. by KPMG, report for year 1996, 23 pages	

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Art Unit	2178
Examiner Name	Thu V. Huynh
Attorney Docket Number	

NON PATENT LITERATURE DOCUMENTS

Examiner Initials*	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
	DA	Cathy Taylor, "Ziff, 'Click to rep net ads.", Mediaweek article, 3/25/1996, 1 page	
	DB	Gary Welz, "Web Advertising IV: Double Click, Inc.", Web Developer Article, 07/24/1996, 3 pages	
	DC	Brian Black, "Giant Steps; Flycast"; Database Programming and Design, Jan. 1997, 4 pages	
	DD	Wikipedia, "Ebay", printed from the Internet 11/23/2006, 8 pages	
	DE	Japanese Document, A Multi Agent Approach to Service Integration, Technical Report of the EICE AI-96-23 (1996-11) of Japan, Vol. 96 Issue No. 346, Ueno et al., November 2, 1996 p. 9-16	✓
	DF	Japanese Document, An Agent-based Approach to Autonomous Vehicles Scheduling, OKI Electric research and development, OKI Electric, Japan, Vol. 63, Issue No. 3, Unoki et al., July 1, 1996, pp. 79-84	✓
	DG	Japanese Document, Marketing Strategy of E-commerce, Diamond, Japan, YASUDA, Ryuji, December 5, 1996, P. 174	✓
	DH	Japanese Document, A New Advertising Business Framework in the 1:1 Marketing, Technical Report of the Information Processing Society of Japan, Vol. 37, Issue No. 6, Kohda et al. June 15, 1996, pp. 1235-1236	✓
	DI	Japanese Document, A Method of Knowledge Escription for Multi Agent System, Forum in 1996 of JSAI, Japan Society for Artificial Intelligence, Matsuda et al., June 27, 1996 p 131-134	✓

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3

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Art Unit

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	EA	Roth's Transmittal of Preliminary Statement, paper 27, Interference No. 104,443, 19 pages, 8/15/2000	
	EB	Roth's Preliminary Motion No. 1, paper 21, Interference No. 104,443, 13 pages, 8/15/2000	
	EC	Roth's Preliminary Motion No. 2, paper 22, Interference No. 104,443, 24 pages, 8/15/2000	
	ED	Roth's Preliminary Motion No. 3, paper 23, Interference No. 104,443, 18 pages, 8/15/2000	
	EE	Roth's Preliminary Motion No. 4, paper 23, Interference No. 104,443, 13 pages, 8/15/2000	
	EF	Roth's First Declaration of Heidi K. Carson, paper 24, Interference No. 104,443, 36 pages, 8/14/2000	
	EG	Sundby's Opposition to Roth's Motion No. 1, paper 29, Interference No. 104,443, 7 pages, 9/25/2000	
	EH	Opposition to Roth's Motion No. 2, paper 30, Interference No. 104,443, 6 pages, 9/25/2000	
	EI	Opposition to Roth's Motion No. 3, paper 31, Interference No. 104,443, 2 pages, 9/25/2000	
	EJ	Opposition to Roth's Motion No. 4, paper 32, Interference No. 104,443, 3 pages, 9/25/2000	

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	EK	Reply Brief Relating to Roth's Motion No. 1, paper 33, Interference No. 104, 443, 8 pages, 10/17/2000	
	EL	Reply Brief Relating to Roth's Motion No. 2, paper 34, Interference No. 104, 443, 4 pages, 10/17/2000	
	EM	Reply Brief Relating to Roth's Motion No. 3, paper 35, Interference No. 104, 443, 3 pages, 10/17/2000	
	EN	Reply Brief Relating to Roth's Motion No. 4, paper 36, Interference No. 104, 443, 3 pages, 10/17/2000	
	EO	Roth's Motion No. 5, paper 37, Interference No. 104,443, 8 pages, 12/18/2000	
	EP	Sundby's Opposition to Roth's Motion No. 5, paper 41, Interference No. 104,443, 3 pages, 1/2/2001	
	EQ	Order to Dismiss Motion No. 5, paper 40, Interference No. 104,443, 2 pages, 1/2/2001	
	ER	Roth's Notice of Withdrawal of Motions Nos. 1-4, paper 42, Interference No. 104,443, 2 pages, 1/10/2001	
	ES	Judgment, paper 44, Interference No. 104,443, 2 pages, 1/12/2001	

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	FA	Official Notice in corresponding Japanese application dated 2/28/06, 11 pages	
	FB	Official Notice in corresponding Japanese application dated 2/28/07, 7 pages	
	FC	Examiner Requisition in corresponding Canadian application dated 3/5/03, 3 pages	
	FD	Examiner Requisition in corresponding Canadian application dated 4/19/05, 5 pages	
	FE	Examination Report in corresponding European application, dated 8/16/06, 3 pages	

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